JUL 16 1945

FASHION CALENDAR

SUN.	MON.	TUES.	WED.	THURS.	FRI.	SAT.
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12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

FRANCES HUGHES, *Editor*
44 WEST 52nd STREET

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NEW YORK 19, N.Y.

ELdorado 5-3693

FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

WEEK ENDING FRIDAY, JULY 13, 1945

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Just Issued	NEW BULLETIN: "RAYON FABRICS FOR SPORTSWEAR"	AMERICAN VISCOSE CORP. 350 FIFTH AVENUE	SALLY DICKSON ASSOC. 299 MADISON AVENUE
	"How To Buy Rayon Sports Clothes" is the subject of this month's bulletin released by American Viscose Corp. A discussion of weaves, washability, finishes, sewing tips, and the importance of good fit. For free copies, contact: Sally Dickson Associates, MU. 2-1615.		
Now Showing	BATHING SUITS OF DISPLAY	TRAPHAGEN SCHOOL OF FASHION	1680 BROADWAY AT 52ND STREET
	Exhibition of 1945 bathing suits designed by Olga Klimka, former Traphagen student, and made by Robie Len Sportswear, featured in a recent issue of Life Magazine, now on sale in shops from coast to coast. Contact: Dorothy Tyroler, CO. 5-2077.		
Friday July 13 12:00 P.M. Luncheon	FALL MILLINERY LUNCHEON SHOWING	MILLINERY STABILIZATION COMMISSION, INC.	PIERRE HOTEL COTILLION ROOM
	Last in a three-day series of millinery luncheon presentations, the only Fall Showings to be given by the MSC this year. The following milliners will show their new Fall Collection during luncheon: Braagaard, Lilly Dache, John Frederics, Mme. Pauline, and Sally Victor. Press by invitation only. Tickets: $6.00 each. Contact: Millinery Stabilization Commission, 1450 Broadway, CH. 4-6547.		
Saturday July 14	THE FINAL DATE FOR FILING OF BASE-PERIOD REPORTS BY MANUFACTURERS OF RAYON AND OTHER SYNTHETIC FABRICS HAS BEEN POSTPONED TO JULY 14.		
Saturday July 14 1:00 P.M.-4:30 P.M.	"SEVENTEEN SUMMER BARN DANCE"	SEVENTEEN MAGAZINE 11 WEST 42ND ST.	CENTRAL PARK ON THE MALL
	First of its kind, this "Seventeen Summer Barn Dance" marks beginning of a series of constructive teen-age recreation programs. Presented by "Seventeen" Magazine, with the support of the N. Y. Dept. of Parks; Girl and Boy Scouts of America; Junior AWVS and CVDO: Campfire Girls; YMCA; YWCA: and various settlement groups. There will be entertainers from several Broadway shows and night clubs, with an Exhibition Square Dance by 16 Long Island teen-agers. Press and guest entrance: 72nd Street off Fifth Avenue--at bandstand. Publicity: Lois Pemberton, PE. 6-1100.		
Sunday July 15 2:00 P.M.	PRESS INVITED TO RADIO BROADCAST	PRINCE MATCHABELLI INC.	STATION WABC 880 ON THE DIAL
	Prince Matchabelli is inviting newspaper women from all over the country (who will be in New York for Dress Institute Week) to attend the Matchabelli sponsored Stradivari Orchestra radio broadcast on Sunday, July 15 or Sunday, July 22. For tickets, contact: Virginia Clark, Prince Matchabelli, 711 Fifth Ave., PL. 3-7010.		

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DATE	WHAT'S GOING ON	GIVEN BY	WHERE

WEEK BEGINNING MONDAY, JULY 16, 1945

Week Of July 16	COUNTRY-WIDE FASHION PRESS COMING TO N.Y.	NEW YORK DRESS INSTITUTE	NEW YORK CITY

For the fifth time, the New York Dress Institute is inviting newspaper women from all over the country to visit New York and see Fall Collections of the leading creators. (Special events are listed chronologically). Publicity: Eleanor Lambert, PL. 5-8580.

Monday July 16 9:00 A.M.	PRESS BREAKFAST	N.W. AYER & SON, INC.	PLAZA HOTEL WHITE & GOLD SUITE

Informal drop-in breakfast from 9:00 A.M. to 11:00 A. M. Invitations have been issued.

Monday July 16 12:30 P.M. Luncheon	LUNCHEON FASHION SHOW FOR PRESS	NEW YORK DRESS INSTITUTE	WALDORF-ASTORIA GRAND BALLROOM

"Priority" Fashion Show, marking the official opening of the New York Dress Institute's 5th National Press Week. The showing will visualize M-388 and present a cross-section of Fall and Winter dresses to retail under $25. By invitation only. Publicity: Eleanor Lambert, PL. 5-8580.

Monday July 16 4:00 P.M.	FALL MILLINERY PRESS SHOWING	FLORENCE REICHMAN	SALON 1 WEST 57TH STREET

Presenting Florence Reichman's new Fall Millinery Collection. Press by invitation only. Contact: Marion Hano, PL. 8-1525.

Monday July 16 9:00 P.M.	PARTY FOR OUT-OF-TOWN PRESS	ROSEMARY SHEEHAN	ST. REGIS HOTEL PENTHOUSE

Rosemary Sheehan is giving a party for the out-of-town press who will be in New York for Dress Institute Week to have the newspaper women meet some of the designers including: Arpad, Braagaard, Peg Fischer, Joan Irwin, Judy'n Jill, Mary Lewis, Maximilian, Vera Maxwell, Hope Skillman, John Walther, and others. By invitation only.

Beginning Monday July 16	MIDNIGHT FASHIONS	ODETTE BARSA	SHOWROOM 16 EAST 34TH STREET

Opening of Fall line showing new designs in gowns, negligees, and bed jackets by that ingenious designer Odette Barsa. Press by appointment only. Publicity: Ann R. Silver Associates, MU. 2-8633.

Beginning Monday July 16	PRESS PREVIEW OF FALL MILLINERY	MME. LENESTA	SALON 15 EAST 53RD STREET

Introducing the new Fall collection of distinctive millinery by the ingenious designer Lenesta, including a variety of exciting hats created to meet the needs of all American women. Press by appointment. Publicity: Hilda Kassell, PL. 5-5319.

Tuesday July 17	NEWSSTAND DATE: CHARM JUNIOR FASHIONS ISSUE		122 EAST 42ND STREET

"First Job Fashions--Accent On Juniors". Contact: Mary Tucker, MU.3-8910.

Tuesday July 17 8:30 A.M	ACCESSORY BREAKFAST FOR PRESS	CORO, CRITERION, & GLENTEX	WALDORF-ASTORIA PERROQUET SUITE

Press Breakfast and showing of Fall accessories featuring Coro Jewelry, Criterion Belts, and Glentex Scarfs. Newspaper Press by invitation only. Publicity: Ann R. Silver Associates, MU. 2-8633.

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Tuesday July 17 10:30 A.M.	PRESS PREVIEW: FALL MILLINERY	SALLY VICTOR	18 EAST 53RD STREET

Sally Victor will show her new Fall millinery to the press, strictly by invitation. Publicity: Mildred Josephs, PL. 3-7450.

Tuesday July 17 12:15 P.M. Luncheon	ANN DELAFIELD LUNCHEON FOR PRESS	RICHARD HUDNUT DUBARRY SUCCESS SCHOOL	WALDORF-ASTORIA WEDGWOOD ROOM

Ann Delafield is giving a luncheon for newspaper women from all over the country who will be in New York for Dress Institute Week; and for local fashion and beauty editors. There will be an open forum on beauty, with four celebrities giving their "unvarnished" opinions about women: George Givot, "The Greek Ambassador"; Ole Olsen, of "Olsen & Johnson"; Allan Prescott, The "Wife Saver"; Earl Wilson, author of "I Am Gazing Into My Eight Ball." An individual Beauty Prescription will be given as a special surprise at this luncheon. By invitation only. Publicity: Olga Paracka, G. Lynn Sumner Co., PL. 3-8730.

Tuesday July 17 3:00 P.M.	PRESS PREVIEW: FALL MILLINERY	GERMAINE VITTU	SALON 509 MADISON AVENUE

A showing of distinctive hats for Fall, presented by Mme. Paule Medoc, with gloves specially designed by Lucienne Harang. Attendance by invitation only. Publicity: Anna T. Moore, ST. 9-6000.

Tuesday July 17 4:00 P.M.	DEBUT AND BIRTHDAY PARTY	SEVENTEEN COSMETICS	STORK CLUB BLESSED EVENT ROOM

New package debut and 17th birthday party (on July 17) of Seventeen Cosmetics in the Blessed Event Room at the Stork Club. Guests to be received by Miss Barbara Hurst, president of Jeurelle, and the school, college, and career-girl-jury of Seventeen Cosmetics. By invitation only. Publicity: Elizabeth Maher Associates, EL. 5-4248.

Wednesday July 18 8:00 A.M. Breakfast	"QUICKIE" MILLINERY PREVIEW FOR PRESS	MILLINERY FASHION BUREAU	COMMODORE HOTEL SOUTH ROOM

"Quickie" fashion preview of Fall millinery trends by leading designers, planned especially for out-of-town editors. Press by invitation only. Publicity: Mary Kelly, MU. 2-2603.

Wednesday July 18 12:30 P.M.	MILLINERY LUNCHEON MEETING: "TREND" HATS	THE FASHION GROUP, INC. 9 ROCKEFELLER PLAZA	MURRAY HILL HOTEL PARK AVE. & 41ST ST.

Subject: "Your Hat Makes Your Costume"--showing of a couple of dozen "trend" hats which leading New York milliners prefer for: (1) The softly tailored suit (including tweed); (2) The little black dress; (3) The dinner dress; (4) The fur wrap. This is a Division #2 Millinery Luncheon under the chairmanship of Maude G. Moody of Women's Wear Daily. Price: $2.10 including tip and tax. Members may bring 2 guests. Reservations, limited to 300, close Tuesday, July 17 at 12 Noon. Must be paid for if not cancelled by then. Contact: The Fashion Group, Inc., CI. 7-1734.

Wednesday July 18 12:30 P.M. Luncheon	NECKWEAR ACCESSORIES SHOWING FOR PRESS	NATIONAL WOMEN'S SCARF & NECKWEAR ASSOCIATION	HOTEL NEW YORKER BALLROOM

A press showing of new scarfs, dickies, collars, accessories, and accessory-ensembles. Commentator: Marion Young, WOR's Martha Deane. By invitation only. Publicity: Dora Miller, LO. 3-4285.

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Wednesday July 18 3:00 P.M.	PRESS PREVIEW: FALL FURS	ARNOLD CONSTABLE & CO. 5TH AVE. AT 40TH ST.	FUR SALON 6TH FLOOR
	Presentation of new Fall Furs to the invited press. Publicity: Gerry Morgan, CA. 5-2300.		
Thursday July 19 8:30 A.M. Breakfast	"FATHER GANDER" PRESS BREAKFAST	REMINGTON-MORSE (PUBLISHERS)	WALDORF-ASTORIA JANSSEN SUITE
	A new children's book, "Father Gander", introduced to the press at breakfast. By invitation only. Publicity: Dora Miller, LO. 3-4285.		
Thursday July 19 8:30 A.M.- 9:00 A.M.	INTERVIEW OF DRESS DESIGNER: MME. TRIGERE	NANCY CRAIG PROGRAM "THE WOMAN OF TOMORROW"	STATION WJZ 770 ON THE DIAL
	Nancy Craig will interview Mme. Pauline Trigere, who will discuss new trends in fashions. Publicity: Theresa Mase, CI. 7-5700.		
Thursday July 19 9:30 A.M.	"PUBLIC RELATIONS AD A CAREER"--TALK	"FINISHING SCHOOL OF THE AIR" PROGRAM	STATION WAAT (970 ON THE DIAL)
	Nan Lupo has invited Hilda Kassell as guest on her program, "The Finishing School of the Air", to discuss "Public Relations as a Career."		
Thursday July 19 9:30 A.M.- 11:30 A.M. Breakfast	PRESS PREVIEW: CHRISTMAS GIFT SETS	LA CROSS NAIL PREPARATIONS	SALON 630 FIFTH AVENUE
	Christmas in July! .. "Open House" in La Cross' air conditioned salon for an informal inspection of their Christmas gift sets for both men and women. Double Feature: The announcement of the new La Cross nail polish shade. Publicity: Sophie Goode, VA. 6-0295.		
Thursday July 19 10:30 A.M.	FALL MILLINERY PRESS SHOWING	HATTIE CARNEGIE (WHOLESALE)	SALON 711 FIFTH AVENUE
	A press showing of Hattie Carnegie's new Fall millinery collection with a presentation of about 60 important and interesting silhouettes. By invitation only. Publicity: Miriam Loewe, PL. 3-9080.		
Thursday July 19 12:00 P.M. Luncheon	QUEBEC CRESTED MINK FASHIONS	RITTER BROTHERS	SHOWROOM 224 WEST 30TH STREET
	Quebec Crested Mink Fashions and the complete line of Ritter Originals will be shown to the press at a Buffet Luncheon in the Ritter Brothers Showroom. By invitation only. Publicity: Claire Wolff, LO. 5-5978.		
Thursday July 19 12:30 P.M. Luncheon	LUNCHEON AND FASHION SHOWING FOR PRESS	ARKAY, MARGOT & JUNIOR FORMALS	MUSEUM OF MODERN ART 11 WEST 53RD STREET
	A luncheon, especially for the out-of-town press, in the Sculpture Garden, Museum of Modern Art. This will be followed at 4 P.M. by an intimate showing of junior miss back-to-school, day-time and evening fashions, in the Arkay, Margot & Junior Formals showrooms, 498 Seventh Avenue. Press by invitation. Publicity: Elaine Cramer, LO. 5-2626.		
Thursday July 19 4:00 P.M.	COIFFURE FASHION SHOW	HAIR FASHION COUNCIL	ST. REGIS HOTEL LOUIS XVI SUITE
	Preview of fall and winter coiffures by Hair Fashion Council of America, official style committee for Coiffure Creation Council. This is a newly organized bureau sponsored jointly by the hairdressers and beauty shop manufacturers' associations. By invitation only. Publicity: Elizabeth Maher Associates, EL. 5-4248.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Friday July 20 8:30 A.M. Breakfast	IMPORTANCE OF COAL TO EUROPEAN FASHION	BITUMINOUS COAL INST. 60 EAST 42ND STREET	BILTMORE HOTEL SUITE 119
	Mr. Daggett Howard, Administrative Executive of the recent Rosenman Mission, will discuss conditions in western Europe, showing how the lack of coal is affecting the production of consumer goods in the liberated countries and the great importance of coal to the textile industry and the fashions of Europe. Press by invitation only. Publicity: Spencer Armstrong, 60 East 42nd Street, MU. 2-8673.		
Friday July 20 10:00 A.M.	PRESS PREVIEW: NEW "TYKE" PANT	THE WILLIAM CARTER CO.	SHOWROOMS 180 MADISON AVE.
	A showing for the magazine and trade press to demonstrate Carter's new garment--the "Tyke" pant for infants and children. By invitation only. Contact: Emily Ashe, LE. 2-6850.		
Friday July 20 4:30 P.M.-7:00 P.M. Cocktails	POST-WAR COTTON FASHIONS DISCUSSED AT COCKTAILS	COTTON TEXTILE INSTITUTE	ST. REGIS HOTEL IRIDIUM ROOM
	A cocktail party especially for the out-of-town press, with Dr. C. T. Murchison, president of the Cotton Textile Institute present to greet the press. Virginia Jewel, fashion director of the Cotton Textile Institute, will discuss post-war cotton fashions. Releases and special pictures will be available. Publicity: Virginia Jewel, WO. 2-0270.		
Friday July 20-July 25	"WOMAN WITH PEARLS" ART COMPETITION	HELLER-DELTAH CO. & ARTISTS FOR VICTORY	ARTISTS FOR VICTORY 101 PARK AVENUE
	Heller-Deltah Co., producers of La Tausca Pearls, are sponsoring an art competition in cooperation with Artists For Victory. The theme is "Woman With Pearls". $4,500 in War Bonds will be given as prizes and awards in addition to $5,000 for purchase of additional works. An exhibition of the 13 winning paintings and 37 others selected by a jury will be held toward the close of this year. Plans are to have the exhibition go on tour, with retail store tieups. Competition is open to all artists throughout U.S. Paintings must be received between July 20 and July 25, 1945. Entry blank must be signed and mailed to Artists for Victory, Inc. by July 15, 1945. Contact: Artists For Victory, MU. 5-9689.		
Beginning Monday July 23	ANNUAL MIDSUMMER FURNITURE SHOWING	THE NAMM STORE BROOKLYN	5TH FLOOR
	All the interior model rooms are being redorated at Namm's. There will be a group of modern rooms with interesting color combinations; a group of 18th Century rooms, three of which show the Chinese influence of the Chinese mandarin exhibit at the Metropolitan Museum of Art; and three early American rooms filling both a traditional and functional purpose. Open to public. Publicity: Geraldine Glantz, TR. 5-5700, Ext. 76.		
Tuesday July 24 2:30 P.M. Cocktails	ANNUAL FUR FASHION SHOW	I. J. FOX 5TH AVE. AT 36TH ST.	EMPIRE SALON 3RD FLOOR
	Premiere of a complete collection of precious furs and mutations, showing the art of color, line, and design in fur, dramatized in coats, jackets, accessories and with fabrics for "around-the-clock" wear. Press by invitation only. Publicity: Bert Nevins Associates, WI. 7-9715.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
	NEW YORK COLLEGE SHOP OPENINGS		
Monday July 23	OPENING OF COLLEGE SHOP Publicity: Ann Burrows, Market 2-1212.	BAMBERGER'S (NEWARK)	3RD FLOOR
Tuesday July 24	OPENING OF COLLEGE SHOP Publicity: Janet Stevenson, TR. 5-7200.	ABRAHAM & STRAUS (BKLYN)	3RD FLOOR
Wednesday July 25 3:00 P.M.	PRESS PREVIEW: COLLEGE FASHIONS Arnold Constable will present their new college fashions for Fall and Winter to specially invited college students and the fashion press. Publicity: Gerry Morgan, CA. 5-2300.	ARNOLD CONSTABLE & CO. 5TH AVE. AT 40TH ST.	COLLEGE SHOP 3RD FLOOR
Monday July 30	OPENING OF COLLEGE SHOP Publicity: Alice Johnston, WI. 7-3300.	LORD & TAYLOR	5TH FLOOR
Monday July 30	OPENING OF COLLEGE SHOP Russeks College Shop will be opened to the public during the week of July 30. On Tuesday, July 31 at 3:00 P.M., Russeks will present College Fashions for Fall to the invited press at the Waldorf-Astoria, Pillement Suite. Publicity: Beatrice Castle, WI. 7-1900.	RUSSEKS FIFTH AVENUE	7TH FLOOR
Monday July 30	OPENING OF COLLEGE SHOP Macy's College Shop predicts: "This year you'll follow fashions--not fads." It shows the complete collection of smooth, sophisticated clothes indicative of new 1945 campus fashions. Open to public. Publicity: Virginia Meyer, CH. 4-2000, Ext. 2431.	R. H. MACY & CO.	3RD FLOOR
Monday July 30	OPENING OF COLLEGE SHOP Publicity: Faith Willcox, MU. 9-7000.	B. ALTMAN & CO.	3RD FLOOR
Tuesday July 31 3:00 P.M.	PRESS SHOWING: COLLEGE FASHIONS Russeks will present new college fashions to the invited press. By invitation only. (See above). Publicity: Beatrice Castle, WI. 7-1900.	RUSSEKS FIFTH AVENUE	WALDORF-ASTORIA PILLEMENT SUITE
Wednesday August 1	OPENING OF COLLEGE SHOP Publicity: Helen Finn, TR. 5-8100.	LOESER'S (BROOKLYN)	2ND FLOOR
Thursday August 2 9:00 A.M. Breakfast	PRESS PREVIEW: INFORMAL BREAKFAST B. Altman will present an exciting new line for college girls. Press by invitation only. Publicity: Faith Willcox, MU. 9-7000.	B. ALTMAN & CO.	3RD FLOOR
Thursday August 2 12:30 P.M. Luncheon	PRESS PREVIEW: COLLEGE AND CAREER FASHIONS "Seventh Heaven For College and Careers" -- Luncheon Fashion Show by Saks Fifth Avenue, accenting fashions for the young career girl in New York, as well as clothes for the college girl. Press by invitation only. Publicity: Helen Kauper, PL. 3-4000.	SAKS FIFTH AVENUE	ST. REGIS HOTEL LOUIS XVI SUITE
Friday August 3	OPENING OF COLLEGE SHOP Publicity: Miriam Priluk, TR. 5-3100.	MARTIN'S (BROOKLYN)	2ND FLOOR

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
	COLLEGE SHOP OPENINGS (Continued)		
Monday August 6	OPENING OF COLLEGE SHOP Publicity: Alice Hutton, WI. 7-7000.	JAMES McCREERY & CO.	4TH FLOOR
Monday August 6	OPENING OF COLLEGE SHOP Publicity: Betty Collins, LO. 5-6000.	STERN BROTHERS	3RD FLOOR
Monday August 6	OPENING OF COLLEGE SHOP Publicity: Karen Hollis, VO. 5-5900.	BLOOMINGDALE'S	3RD FLOOR
Monday August 6	OPENING OF COLLEGE SHOP Franklin Simon will open their College Shop with a presentation of authentic Scotch "Clan" plaids. Press showing on Thursday, August 9, at 5:00 P.M. Publicity: Frances Healy, WI. 7-9600.	FRANKLIN SIMON & CO.	3RD FLOOR
Monday August 6	OPENING OF COLLEGE SHOP Publicity: Helen Kauper, PL. 3-4000.	SAKS FIFTH AVENUE	7TH FLOOR
Monday August 6	OPENING OF COLLEGE SHOP Publicity: Doris Bartnett: EL. 5-6800.	BONWIT TELLER	8TH FLOOR
Thursday August 9 5:00 P.M.	PRESS SHOWING OF COLLEGE FASHIONS A press showing of authentic Scotch "Clan" plaids, which Franklin Simon is featuring in their College Shop this year. By invitation only. Publicity: Frances Healy, WI. 7-9600.	FRANKLIN SIMON & CO.	3RD FLOOR
Monday August 13 3:00 P.M.	PRESS PREVIEW: COLLEGE FASHIONS A special opening, strictly for the Press, of college fashions for 1945 - 46. By invitation only. Publicity: Florence Epstein, LA. 4-7000.	SAKS 34TH STREET	3RD FLOOR BALCONY
Monday August 13	OPENING OF COLLEGE SHOP Publicity: Edith Jordan, PE. 6-5100, Ext. 600.	GIMBEL BROTHERS	3RD FLOOR
Monday August 13	OPENING OF COLLEGE SHOP Publicity: Geraldine Glantz, TR. 5-5700, Ext. 76.	THE NAMM STORE (BROOKLYN)	2ND FLOOR
Tuesday August 14 9:00 A.M.	"BACK-TO-SCHOOL FASHION SHOW A "back-to-school" fashion show for all school ages up to college. Commentator: Nancy Craig of The American Broadcasting Company, whose daily program "Woman Of Tomorrow" is broadcast over Station WJZ. Open to public. Publicity: Denson-Frey & Affiliates, MU. 3-3295.	HEARNS DEPARTMENT STORE	ROCKEFELLER CENTER NBC STUDIO
Wednesday August 15	OPENING OF COLLEGE AND JUNIOR MISS SHOP Publicity: Ronny Tuchman, PL. 3-3800.	LANZ FIFTH AVENUE	668 FIFTH AVENUE
Saturday August 18 1:00 P.M.	PRESENTATION OF COLLEGE FASHIONS New college fashions for Fall and Winter will be presented in a fashion show. Open to public. Publicity: Edith Jordan, PE. 6-5100, Ext. 600.	GIMBEL BROTHERS	3RD FLOOR

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
	COLLEGE SHOP OPENINGS (Continued)		
Monday August 20 2:30 P.M.	PRESS SHOWING OF COLLEGE FASHIONS Oppenheim Collins will introduce their college counsellors and new college fashions to the invited press. This will be the official opening of the college shop. By invitation only. Publicity: Ruth LeBron, WI. 7-8200.	OPPENHEIM COLLINS	3RD FLOOR
Monday August 20- August 23	FOUR DESIGNERS AT COLLEGE SHOP FORUM Four New York designers will be guests at the College Forum, Miller & Rhoads College Shop in Richmond: Hope Skillman of Hope Skillman Fabrics; Vera Maxwell; Dorothy Cox of The McMullen Co.; and Claire McCardell. Publicity: Rosemary Sheehan, CI. 7-8060.	MILLER & RHOADS	RICHMOND 17 VIRGINIA
Wednesday July 25 5:00 P.M.- 7:30 P.M.	MIDSUMMER RECEPTION: INTRODUCING NEW OFFICERS A reception to meet new Publicity Club officers and a presentation of Citation Awards to the Club's War Activities Committee by U. S. Treasury Officials. Admission: 50¢. Bar refreshments at regular prices. Members may bring guests. Chairman: Dorothy Meyers, PL. 3-8034.	PUBLICITY CLUB OF NEW YORK	HOTEL ASTOR SOCIAL ROOM
Friday July 27	NEWSSTAND DATE: LADIES HOME JOURNAL COLLEGE ISSUE Contact: Fashion Department, CI. 7-0700.		1270 6TH AVENUE
Monday July 30 4:00 P.M.	PRESS PREVIEW: FALL FURS A press preview of Jay Thorpe's exclusive new furs for Fall and Winter. Press by invitation only. Publicity: Josephine Nevins, CI. 7-4300.	JAY THORPE	FUR SALON 24 WEST 57TH ST.
Monday July 30	MID-SUMMER FURNITURE SHOW Among the many interesting features of Macy's Mid-Summer Furniture Show will be 3 rooms from the Pittsburgh Glass Houses and a new origination from the House & Garden Glass House, with furniture and decorations exclusively Macy's and House & Garden. Open to public. Publicity: Virginia Meyer, CH. 4-2000, Ext. 2431.	R. H. MACY & CO.	9TH FLOOR
Tuesday July 31	NEWSSTAND DATE: MADEMOISELLE COLLEGE ISSUE (Street & Smith) Contact: Wilma Bell, Promotion Director, MU. 3-8910.		122 E. 42ND ST.
Tuesday July 31 9:15 A.M. Breakfast	"JUKE BOX" PRESS BREAKFAST Introducing a new Christmas gift item--a "hot item for the bath during cold weather" in a "Juke Box" package. Press by invitation only. Publicity: Marion Rudoy, BO. 8-5919.	QUEEN HELENE COSMETICS (37 W. 26TH ST.)	LONGCHAMPS 49TH ST. & MADISON AVE.
Wednesday August 1	NEW SHOE STAMP The Office of Price Administration has announced that Airplane Stamp #4 in War Ration Book 3 will be good indefinitely for one pair of shoes. The market feels that this new shoe stamp will stimulate shoe business.	OPA	ALL OVER THE COUNTRY

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Saturday August 4 2:00 P.M.	SHOWING OF NEW FALL FUR FASHIONS	GIMBEL BROTHERS	3RD FLOOR
	A preview of Fall Furs with special emphasis on the new shoulder line and sleeves. Open to public. Publicity: Edith Jordan, PE. 6-5100, Ext. 600.		
Friday August 10	NEWSSTAND DATE: VOGUE COLLEGE ISSUE (Conde Nast)		420 LEXINGTON AVE.
	For tie-ins, contact: Albert Kornfeld, MO. 4-7500.		
Wednesday August 15 10:30 A.M.	PRESS PREVIEW: FALL MILLINERY COLLECTION	HENRI BENDEL	SALON 10 WEST 57TH STREET
	A press showing of Henri Bendel Originals in Fall millinery. Strictly by invitation. Publicity: Frances Anderson, CI. 7-1100.		
Wednesday August 15 12:30 P.M. Luncheon	"MASTERPIECES IN CORDUROY" AT LUNCHEON	BERNSIDE MILLS & LORD AND TAYLOR	WALDORF-ASTORIA GRAND BALLROOM
	Bernside Mills will stage a luncheon fashion show featuring "Togeroy" for every age and phase of fashion and home decorating, in conjunction with store wide promotion and displays by Lord & Taylor, presenting corduroy as a high style fabric. By invitation only. More details later. Bernside Mills Publicity: Billie Gould, Inc., LA. 4-8773. Lord & Taylor Publicity: Alice Johnston, WI. 7-3300.		
Wednesday August 15	PUBLICATION DATE: BOOK ON CLOTHING CONSERVATION	FRANK L. WALTON	FAIRCHILD PUBLICATIONS 8 EAST 13TH STREET
	"Thread Of Victory," a new book on clothing conservation by Frank L. Walton, textile consultant to 3 war agencies, and vice-president of the Catlin-Farish Co. Inc. of New York. This 300-page book, containing 25 illustrations, cartoons, and fashion sketches, presents a popular treatment of the serious clothing situation with amusing anecdotes incorporated in the description of how wartime conservation and conversion of textiles, clothing, and leather are helping to win the war. Foreword by Donald Nelson. Price: $3.00. Publicity: Henry Zwirmer, AL. 4-5252.		
Monday August 20 1:00 P.M. Luncheon	NEW JUNIOR LIPSTICK PERFUME, & FASHIONS	JUDY 'N JILL	ST. REGIS HOTEL ROOF
	Presenting the new Judy 'n Jill lipstick, perfume, and new junior fashion creations by Horwitz & Duberman at a luncheon fashion show. Open to public. Press by invitation. Publicity: Rosemary Sheehan, CI. 7-8060. St. Regis Fashion Publicity: Mary Alice Rice, PL. 3-4500.		
Friday August 31 10:30 A.M.	FIRST FALL "TRICKS FOR TEENS" MEETING	SAKS 34TH STREET	DEBUTEEN SHOP 2ND FLOOR
	Teen-age "back-to-school" fashion show. Details later. Open to public. Publicity: Florence Epstein, LA. 4-7000.		
Sept. 3	LABOR DAY (Monday)		
Tuesday Sept. 4 4:00 P.M.	ANNUAL "PINK CHAMPAGNE PARTY"	RUSSEKS FIFTH AVENUE	8TH FLOOR
	A Press Preview of luxurious fur fashions, the annual "Pink Champagne Party" that Russeks' Wholesale department gives to the press each year, presenting special fur fashions created in the design studio. Press strictly by invitation. Publicity: Beatrice Castle, WI. 7-1900.		

MUSIC.. THEATRES.. MOVIES.. NIGHT SPOTS

Beginning Friday July 13 8:30 P.M.

CONCERT PERFORMANCES (FIFTH WEEK) LEWISOHN STADIUM, 138TH AT AMSTERDAM

Fri., July 13, Conductor: Alexander Smallens. Mozart's Symphony in D major; Rimsky-Korsakoff's Caprice Espagnol; Debussy's Fetes.

Sat., July 14, Conductor: Ignace Strasfogel. Soloist: Carl Stern, Cellist. Rossini's Overture to "Barber of Seville"; Schubert's "Unfinished" Symphony; Tchaikovsky's "Capriccio Italien"; Dvorak's Three Slavonic Dances.

Sun., July 15, Conductor: Ignace Strasfogel. Soloist: Michael Rosenker, Violinist. Beethoven's "Egmont" Overture; and Symphony #7 in A Major; Goldmark's "Violin Concerto"; Offenbach's Overture, "Orpheus in Hades."

Mon., July 16, Conductor: Fabien Sevitzky. Soloist: Alexander Brailowsky, Pianist. Brahms' Symphony #1 in C Minor. Stravinsky's "Fire-Bird Suite".

Tues., July 17, Conductor: Fabien Sevitzky. Debussy's Nocturnes; Liszt's Les Preludes; Sibelius' Symphony #2 in D major.

Wed., July 18, Conductor: Fabien Sevitzky. Corelli's Suite for Strings; Tchaikovsky's Symphony No. 5 in E minor.

Thurs., July 19, Conductor: Fabien Sevitzky. Soloist: Erica Morini, Violinist. Franck's Symphony in D minor. Brahms' Variations on a Theme of Hayden.

Fri., July 20, Conductor: Fabien Sevitzky. Mendelssohn's Symphony No.4 in A major ("Italian"); Tchaikovsky's "Romeo and Juliet." Fifth Avenue busses take passengers right to Stadium door. For Tickets, Contact: CI. 7-7575. Press Publicity: Margaret Hartigan, CI. 5-7348.

Saturday July 14

PREMIERE: "WITHIN THESE WALLS" (Movie), VICTORIA THEATRE, B'WAY & 46TH ST. A 20th Century Fox prison story with Thomas Mitchell, Mary Anderson, and Eddie Ryan. Director: Bruce Humberstone. Producer: Ben Silvey. Publicity: Jeannette Sawyer, CI. 7-6000.

Wednesday July 18

OPENING: "MARINKA" WINTER GARDEN, BROADWAY & 51ST ST. New romantic musical with book and lyrics by George Marion, Jr. and Karl Farkas; and score by Emmerich Kalman, based on the Mayerling incident, and starring Joan Roberts and Harry Stockwell of "Oklahoma" fame. The cast also includes Romo Vincent, Luba Malina, Taylor Holmes, and Reinhold Schunzel. Director: Hassard Short. Settings: Howard Bay. Dances and Ballet: Albertina Rasch. Produced by Jules J. Leventhal and Harry Howard. Costumes. Mary Grant. Publicity: James Proctor, MU. 2-9147

Wednesday July 18

PREMIERE: "ALONG CAME JONES" (Movie), PALACE THEATRE, B'WAY & 47TH ST. Starring Gary Cooper and Loretta Young, this International "Western", released by RKO, was produced by Gary Cooper and directed by Stuart Heisler. Costumes by Walter Plunkett. Publicity: Rutgers Neilson, CO. 5-6500.

Thursday July 19

PREMIERE: "ANCHORS AWEIGH" (Movie), CAPITOL THEATRE, B'WAY & 51ST ST. MGM technicolor musical comedy featuring Frank Sinatra, Kathryn Grayson, Gene Kelly, and Jose Iturbi (pianist). Director: George Sidney. Producer: Joe Pasternak. Costumes: Irene. Publicity: Herbert Crooker, BR. 9-7800.

Wednesday July 25

PREMIERE: "INCENDIARY BLONDE" (Movie), PARAMOUNT THEATRE, B'WAY & 43RD ST. Paramount presents in technicolor the life of Texas Guinan from her childhood in Texas through her years as a rodeo performer--as the "Female William S. Hart" of Hollywood Western films--and later as the queen of New York's nightclubs. Starring Betty Hutton, Arturo de Cordova, Barry Fitzgerald, Mary Philips, and Charles Ruggles. Producer: Joseph Sistrom. Director: George Marshall. Costumes: Edith Head. Publicity: Aileen St. John Brenon, BR. 9-8700.